

Cynopsis Senior Contributing Editor Cathy Applefeld Olson is a journalist and event producer with 30 years' experience covering the entertainment industry ecosystem including television, digital, music, brand and culture for both business and consumer audiences. As well as her work with Cynopsis, she's a contributor to Forbes and Billboard, and her bylines have appeared @Revolt, The Hollywood Reporter, Cablefax and Home & Design, among other publications. Cathy also is a co-founder of Enterprise Sound Strategy, which advises companies on how to optimize music and audio experiences to elevate their competitive advantage.